

*REMARKS/ARGUMENTS*

In response to the Office Action mailed June 2, 2008, Applicants amend their application and request reconsideration. In this Amendment, claim 18 is cancelled and new claim 23 is added, so that claims 17 and 20-23 are now pending.

In this Amendment the sole pending independent claim is amended in two ways. The former reference to a communication network is replaced everywhere in the claims by reference to a personal communication circuit. This change is supported by the disclosure of the patent application at page 6, lines 6-16. See also page 15 of the patent application. A paragraph of claim 17 is removed as unnecessary to that claim and is supplied as new claim 23. Claim 18 is cancelled.

The personal communication circuit, as described in the patent application, is a communication circuit controlled by the user, i.e., the contact lens customer in this instance. By providing and employing a personal communication circuit, personal information, such as address, credit card number, and other identifying information can be reliably protected. Such protection cannot be reliably achieved in a communications network as described in the previously presented claims.

Claim 17 is the sole pending independent claim. That claim and its dependent claim 21 were rejected as obvious over Pauly et al. (U.S. Patent 4,958,280, hereinafter Pauly) in view of Fay (U.S. Patent 5,983,201) and further in view of Eberhardt (U.S. Patent 5,659,741). This rejection is moot in view of the amendment of claim 17.

None of the three publications describes a communication arrangement including a personal communication circuit as in the invention as defined by amended claim 17. Pauly describes a communication network through which information related to contact lens purchase is transferred. Fay, likewise, describes a communication network over which information concerning contact lens purchase transactions is transferred. However, neither of these patents describes or is asserted to describe a personal communication circuit, as in the invention as defined by

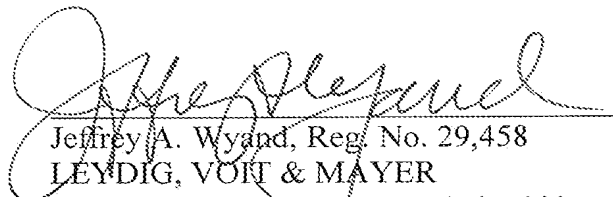
amended claim 17. Therefore, reconsideration and withdrawal of the rejection of claims 17 and 21 is respectfully requested.

In view of the cancellation of claim 18, no comment on its previous rejection is necessary nor supplied.

Claims 20 and 22 were rejected on the same basis as claim 17 was rejected and further in view of a non-patent publication. This rejection is moot and does not need response, in view of the amendment of claim 17 and the foregoing comments. New claim 23, because it includes a paragraph formerly appearing in claim 17, would be presumably rejected, but for the amendment of claim 17, on the same basis that former claim 17 was rejected. However, in view of the foregoing response to that rejection, it is not necessary to provide additional commentary with respect to new claim 23.

Reconsideration and allowance of all claims now pending are earnestly solicited.

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